



LASSEN CHILDREN AND FAMILIES COMMISSION

MINUTES OF MEETING

Thursday, May 4, 2000

**Members Present:** Dave Jones, Barbara Malone, Betsy Elam, Cheryl Smith, Jan Irvin, Jim Chapman

**Members Absent:** Patsy Jimenez, One Vacancy – Replacement Being Recruited

**Visitors Present:** Derac Krumm, Jerry Abts, Jane Low, Virginia Wilson, Holly Blanton-Olsen, Tom Keeffer, Betty Harrison, Lynn Margolies

**Staff to the Board:** Laura Roberts

1. **Call to Order:** The meeting was called to order by interim President, Cheryl Smith at 1:40 p.m. in the Public Health Classroom at 555 Hospital Lane, Susanville, CA.
2. **Approval of Minutes:** Dave Jones moved that the minutes of the prior meeting be approved as submitted. Jan Irvin seconded the motion, and the Commission approved the minutes with Commission Member Jim Chapman abstaining.
3. **Clarification and Appointment of Contract Representative:** It was discussed and clarified that a commission member be appointed as a contract representative to monitor compliance with contract duties of Laura Roberts and Diversified Management. Bobby Malone volunteered to serve as this representative for now. If the responsibility becomes too time consuming, she stated that she would let the Commission know and another representative would have to be appointed.
4. **Appointment of Executive Committee:** At the last meeting Bobby Malone volunteered to serve on the Executive Committee until we could speak with Dave Jones to see if he would serve. Dave Jones confirmed that he would serve on the Executive Committee.
5. **Funding Update:** Jerry Abts reported that the balance of the Prop 10 funds on deposit in an interest bearing account for Lassen County is \$430,309.00. Funds are arriving monthly in an amount of \$30,000 to \$35,000.
6. **Legal Counsel:** Because the Commission is an autonomous group, it was stated that we should consider getting our own legal counsel. We are to explore an arrangement with Lassen County Council to provide legal services and charge the Commission for such services. Laura is to explore this type of arrangement.

7. **Director's and Officer's Liability Insurance:** Lynn Margolies stated that as of June 30, the Commission can no longer be covered under the County's Liability Insurance. She stated that there is another agency that provides insurance for joint commissions and public entities. It is called the Special Liabilities Insurance Program and that offer both liability and errors and omissions insurance. Lynn can provide the name and address of the contact person. Laura is to follow up on this.
8. **Website Development:** Laura reported that the State Children and Families Commission is offering assistance in the development and hosting of a web site for the Lassen Children and Families Commission. It was suggested to also contact Linda Smith at the County Office of Education for information regarding a LAN. Virginia Lemke also has information on the County Website that has been developed. Derac Krumm added that Citizens Utilities (CITLINK) is providing website space to him for him and he offered his web building skills as a resource. Whatever it is that we eventually do, it was suggested that we use hyperlinks extensively to extend our network of collaboration and outreach both within and outside of Lassen County. Laura is to continue to explore the website development and to proceed to get a site on line.
9. **Strategic Plan Development Update:** Laura Roberts reported that the needs assessment is completed. Needs were identified in the following areas:

**Improved Family Functioning: Strong Families**  
**Parent Education and Support Services**

- High Rate of Child Abuse and Neglect
- High Rate of Domestic Violence
- Lack of useful information on raising children from local resources
- Lack of Affordable Child Care/Preschools
- Need for training of child care providers
- Lack of child care for special needs children
- Expressed need for more useful parenting education
- Lack of transportation. People residing in Susanville are more likely to not need transportation.
- Consumers feel that the most useful information on raising children comes from preschools with some useful information coming for doctor's offices.

**Improved Child Development: Children Learning and Ready for School**  
**Child Care and Early Education**

- Lack of child care providers for children under the age of 5
- Lack of affordable child care providers (most who need child are below the poverty level)
- Child Care is most often needed during the weekday.
- Families living in Susanville are more likely to have a child in child care.
- No mental health services for children under the age of 5
- Mental Health services are hard to access
- There is a lack of individual and family counselors.
- Lack of child care and other services for special needs children
- High amounts of alcohol and drug consumption in Lassen County (possibly leading to Fetal Alcohol Syndrom or Fetal Drug Effect)
- in 1989, 9% of newborn infants who were delivered at Lassen Memorial Hospital had positive toxicology screens. Most prevalent was methamphetamine.

**Improved Child Health: Healthy Children**  
**Health and Wellness**

- Lassen County has more mothers who do not receive medical care during pregnancy than the California Average.
- Lassen County has limited health resources, but most consumers feel satisfied with being able to access medical care and have a family physician.
- In Lassen County, only 56% of Medi-Cal eligible children received timely well child check ups in 1997-1998.
- There are no Dentists who see children under the age of 5 who accept Medi-Cal in Lassen County. The closest providers are in Redding and Paradise.
- 36.4% of persons surveyed indicated that someone lived in the household who smoked.

Rather than prioritize from this list of needs, the Commission wanted to wait until the public forums were held. Commissioner Chapman stated that our first strategic plan would be a working document and would most likely be revised as we get further into the year. Other Commission members agreed and indicated that the time is so short to complete the first plan that they would like to see our first strategies be more global and organizational than highly specific.

Based on current results of the Children and Families Needs Assessment, data from the Maternal Child and Adolescent Health Survey, and the Lassen Child Care Council Survey, Laura offered to prepare a list of examples of solutions for the Commission. This would merely be examples of goals, objectives and strategies that could serve as a guide for the Commission at the next meeting when

they could consider all information from the needs assessments and the public forums. Laura stated that the public forums were in the process of being scheduled and it was the intent to have them completed by the 26<sup>th</sup> of May. A Matrix of services was developed by Holly Blanton-Olsen which illustrated gaps in services in the various geographic areas of Lassen County. Laura further added that the Strategic plan will describe the goals and objectives to be attained; the proposed programs, services, and projects; how measurable outcomes of the programs, services, and projects will be determined using appropriate and reliable indicators; and how the programs relating to early childhood development within the county will be integrated into a consumer-oriented and easily accessible system. It is tentatively scheduled that the first rough draft of the strategic plan will be completed on May 15<sup>th</sup> and presented in public forums in four geographic areas of Lassen County to be completed by May 26<sup>th</sup>. The plan will be revised and completed by May 31<sup>st</sup>, presented to the Commission at the June 1<sup>st</sup> meeting, prepared for submission to the County Clerk by June 9<sup>th</sup>, agendaized on June 14<sup>th</sup>, and presented to the Board of Supervisors on June 20<sup>th</sup>. After which it will be forwarded to the State Commission. Laura added that the plan will be submitted to the State Commission in Word format via e-mail or on disk. A 3 to 4 page summary of the plan which includes a brief description of the plan's major goals, objectives and initiatives; and a brief description of the process we used in developing the plan, and a summary of the proposed first year expenditures will be sent to the State Commission. Our strategic plan is building from the following components:

- Executive Summary (To be developed at the completion of the plan)
- Vision, Mission, and Goals
- Our Planning Process (currently describes the processes that we undertook to determine our needs, written assessments, key note interviews, and focus groups conducted in MCAH, LCCC, and Tobacco Project Comprehensive Plans, and the methods that are used to prioritize objectives and goals.)
- Our needs, services and service gaps (Service Matrix)
- Our outcomes-based accountability framework (Describes Evaluation processes to be utilized)
- Our Program Strategies (Work plans)
- Our Support Strategies (describes local resources to support what programs are planned, i.e. forms of local media, and methods of outreach into the entire county)
- Sustaining our Strategies (describes how we plan to maximize revenues by collaborating and eliminating duplication of effort)
- Proposed Staffing, existing and proposed (Description of Diversified Management's duties and responsibilities to the Commission, and a description to be developed on any proposed staffing for planned projects.)
- First Year Budget (Not developed Yet)
- Our Evaluation Plan (In consultation with project evaluator to be sure what we propose states clearly the outcome measures expected and clearly defines how we intend to measure impact)

10. **Director's Update:**

**Media Campaign:** A multi-million dollar media campaign, "It's all about the kids." was implemented by the California Children and Families Commission on January 25 and runs through May 15, 2000. This campaign promotes a new 800 number that individuals can call to receive written information on how to make the most of a child's early years and how to stop smoking. In the longer term the 800 number will serve as a link to local family and children resource services. The campaign in Spanish and English has consisted of television, radio, billboards and newspaper ads. Due to legal restrictions, these ads may not be broadcast as PSA's or as paid ads except by the State Commission. In the future ads may be made available for use as PSA's or as paid ads.

**Important dates for the Commission:** January 1, 1999 Proposition 10 took effect and counties began receiving fund as soon as they had passed an ordinance creating a county commission, appointed a majority of the county commission, and established a local Children and Families Trust Fund. January 31 annually, the State Commission must prepare a consolidated report of the annual audits submitted by the county commissions; July 1, 2000, auditing and reporting requirements begin; and, October 15 annually, the State Commission and County Commissions must have conducted an audit of the implementation and performance of their respective functions during the preceding fiscal year.

**We have access to a technical assistance line** 1-800-TAPROP10 should be have need of help on any issue relation to Prop 10.

**Visit the State Commission Web Site** at [www.ccfc.ca.gov](http://www.ccfc.ca.gov) – there are lots of things there to see.

**There is an Executive Director's Association forming.** They had their first meeting on March 16<sup>th</sup> in Los Angeles. The State Commission Meeting was on April 20<sup>th</sup> in Redwood City so another Director's meeting was held on April 19<sup>th</sup>. They are having another meeting on May 17<sup>th</sup>, from 4:30 to 7:30 in Los Angeles. I will keep an eye on the development of this organization – it is good to network with others in the same business – however, I cannot go to these meetings initially until our strategic plan is completed. They are deciding on a name, bylaws, officers, purpose, etc. My preference for now is to attend the Director's Conferences that are planned by the State Commission. I'll keep you posted on the Director's Association as it develops.

**Prop 10 2000 Promise and Progress: Statewide Conferences.** Tentatively there are two planned for 2000. Content areas under consideration are: Health care, child care and development, parenting education, family support, tobacco and smoking cessation, systems integration. A second conference track would focus on the sharing of ideas developed in the strategic planning processes;

sustaining civic engagement, assessing needs/resources and selecting results; designing programs and selecting strategies to achieve results, data collection and evaluation, approaches to annual updates, and Prop 10 strategic planning tool using a results based accountability framework. Outreach and Communication Issues might include, strategies for reaching “Hard to Reach” populations, designing culturally appropriate outreach strategies, managing public relations regarding RFP’s and grant awards, and advanced spokesperson training. Issues surrounding coordination and collaboration with the State Commission, Tobacco Local Lead Agencies, Local Child Care Planning Councils, Child Care Resources and Referral Agencies, WIC programs, Healthy Start programs, etc. Fiscal policy and administration issues to be considered are integrated financing of programs, organizational development for county commissions, avoiding commissioner burnout (for commissioners only), and staffing prop 10 commissions. There is planned time for peer to peer information sharing and direct access to technical assistance resources. This is a vastly interesting array of potential topics to be covered at 2 conferences. These conferences are potentially very valuable for the director and commission members to attend. I will keep you informed.

**Commission Autonomy:** State Commission is sponsoring a bill (AB 1910) which would further clarify that County Commissions can be either (1) a legal public entity separate from the county, or (2) an agency of the county with independent authority over the Strategic Plan and the local trust fund. There has been extensive discussion concerning this proposed legislation between county counsels. The specific language is still under discussion, some modifications are likely.

**State Commission Approved Funding Package at January 20 Meeting:** \$6 Million to expand training for child care and child development programs in under-served areas and for under-served populations. \$3 Million to fund safety initiatives for child care centers; \$4 Million to fund health and family support consultants in the child care system; (5 Million to provide funding incentives for the accreditation of state subsidized child care centers; (5 Million to expand the California Reading and Literature Project to child care providers; \$1.1 Million to expand the State Library’s Families for Literacy Project; \$2.1 Million to fund the State Library’s Families for Literacy Mobile Learning Labs; \$6.1 Million to fund an asthma control initiative for children, ages 0-5; \$3.6 million to develop a statewide infant-family mental health pilot program; \$2 Million to expand a statewide survey on health care needs; \$1 Million to expand the toll-free Tobacco Cessation Helpline; and \$700,000 to complete an analysis of barriers to child care for children with special needs and make policy recommendations to improve access. Total funding is approximately \$39.6 Million.

11. **Other Business:** Betty Harrison from Hugs and Snugs Preschool in Janesville visited the Commission and described the services provided by her program. She indicated that there are a variety of needs that private preschools have and would like very much to attend the Commission meetings in the near future to comment on those needs.

There is a teleconference on Children’s Dentistry on May 12<sup>th</sup>. Anyone who wants to be in on the

teleconference can come to the Laura's Office to listen to the teleconference.

**Logo:** The Commission voted on the logo of their choice from the samples presented. Additionally they approved the draft brochure that was presented and requested that some brochures be made available for distribution at various booths at the upcoming Children's Fair. Laura stated that she would print and distribute the brochure.

12. **Next Meeting Date, Time, and Tentative Agenda:** The next meeting of the Commission is scheduled to be held on June 1<sup>st</sup>, 2000 at 1:30 p.m. in the Public Health Classroom, 555 Hospital Lane, Susanville, CA. Some items for the next agenda include selecting a chairperson, introduction of new member, developing priorities for the strategic plan, and Director's Update.
13. **Adjournment:** The meeting was adjourned at 3:05 p.m.

Respectfully Submitted,

Laura J. Roberts  
Executive Director